

MONUMENTS OF TIME

AN INTERNATIONAL TOURISM CORRIDOR LINKING THE CASCADE VOLCANOES

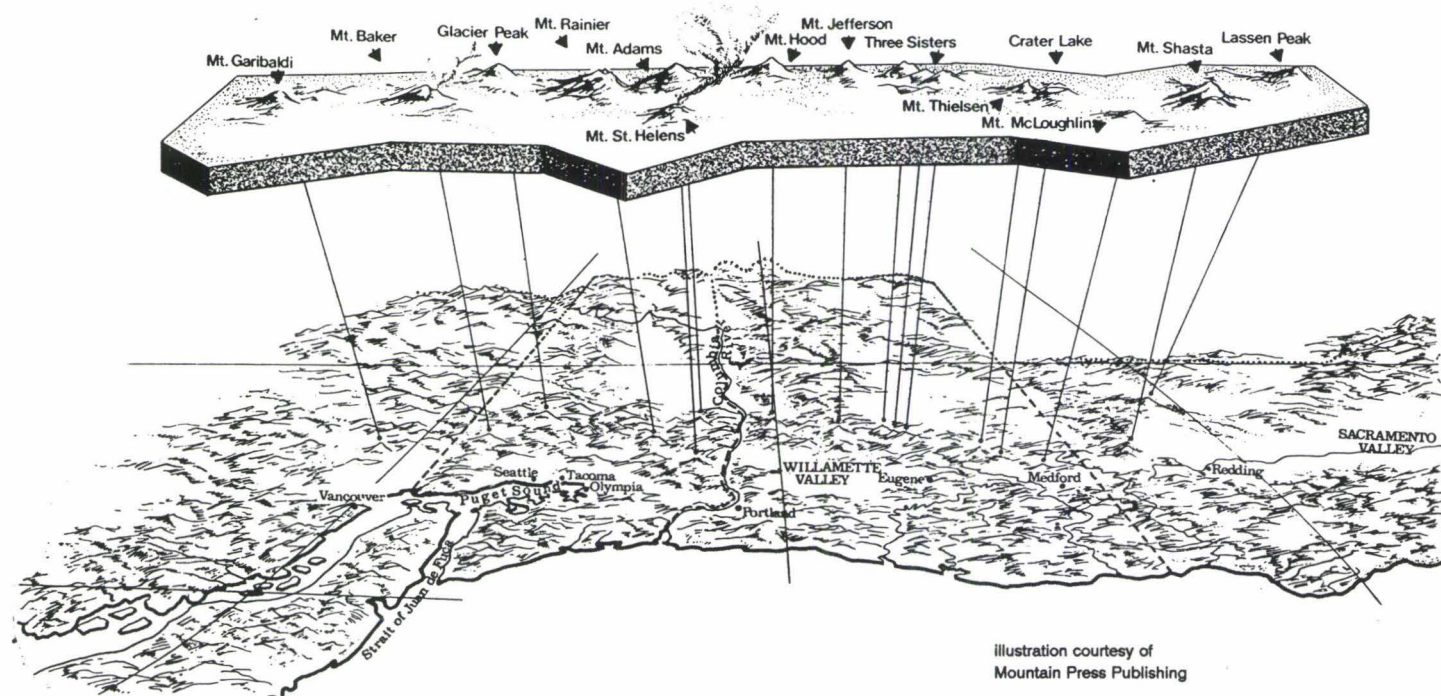


Illustration courtesy of
Mountain Press Publishing

700 miles from northern California to southern British Columbia

by

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Clemson Class of 1991

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ABSTRACT

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TITLE: Monuments of Time: An International Tourism Corridor Linking the
Cascade Volcanoes

ABSTRACT: As part of a strategic plan for the 90's, the Chief of the Forest Service has recommended increased emphasis on tourism as a way to assist with rural economic diversification. The purpose of this study was to determine the feasibility of creating an International Tourism corridor along the Cascade Volcano Range. Individuals from local land management agencies and business organizations were interviewed to determine current isolated tourism efforts, current networking efforts, and potential for increased coordination. Many of the rural communities along the Cascade Volcano Range are attempting to emphasize amenity resources and tourism. Greater benefit could be realized if the communities adopt a coordinated common theme approach to tourism.

KEYWORDS: Nature-based Tourism, rural economic diversification, scenic corridor, amenity resources

ACKNOWLEDGEMENTS

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Professor Gina McLellan for delivering a quality educational experience at Clemson University and inspiring me to pursue this topic.

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Wife Barbara and son Brett for allowing me to give up some family time for the pursuit of this professional development opportunity.

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CHAPTER ONE

INTRODUCTION

Today, rural America needs our help. The Forest Service clearly has a role and the responsibility to help rural America address rural development concerns and remain a vital contributor to our Nation's competitiveness.

Dale Robertson, Chief

Rural Development Strategic Plan June 28, 1990

The Secretary of Agriculture shall establish specific programs to deliver educational services focused on community economic analysis, economic diversification, economic impact analysis, retention and expansion of existing commodity and noncommodity industries, amenity resource and tourism development, and entrepreneurship focusing on forest lands and rural communities.

U.S. Congress

National Forest Dependent Rural Communities

Economic Diversification Act, 1990 Farm Bill

Chief Robertson has been invited by John Keller, Under Secretary of Travel and Tourism, Department of Commerce to attend an economic briefing at the White House today on tourism. Attending will be Roger Porter, Assistant to the President for Economic and Domestic Policy and Michael Boskin, Chairman of the Council of Economic Advisors. Also attending will be Secretary of Commerce Robert Mosbacher and President Bush.

Chief & Staff Informational Session Notes

October 28, 1991

SPOTTED OWL GAINS VICTORIES IN COURT * GROUPS CALL LATEST U.S. OWL PLAN FLAWED
* CONSERVATIONISTS FILE SUIT AGAINST FOREST SERVICE TO PROTECT FORESTS *
THE DEATH OF A TIMBER TOWN * CONSERVATIONISTS WANT FUNDING FOR LOGGING STOPPED
Headlines from Newspapers Across the U.S.
Forest Service Daily News Digest February & March 1992

The USDA Forest Service is at a unique crossroad in history. Environmental controversy is at an all time high. Positions on spotted owl protection, ancient forests, and rural economic diversification are being debated from the forests of the Pacific Northwest to the halls of the US Congress. There is no question that these are times of rapid change. And for the first time tourism is getting national attention as a possible long-term contributor towards rural economic diversification.

Will the controversy push potential partners into opposite corners? Will towns die a slow and painful economic death? Will tourism offset some of the impacts of a declining timber based economy? Will communities and land managers work together to chart a future course towards economic diversification?

Statement of the Problem

The purpose of this study was to determine the feasibility of creating an International Tourism corridor along the Cascade Range. Local Chamber of Commerces and Land Managers were interviewed to discover isolated tourism efforts, current networking efforts, and potential for increased coordination with other Cascade Range communities. Interviews were summarized and analysis made to determine if a synergistic effect might result from a combined promotion of Nature Based Tourism throughout Cascade Range communities.

Study Questions

The following study questions were addressed in this study.

1. To what extent are individual communities working together to improve tourism throughout the region?
2. Would a coordinated Nature Based Tourism approach have a significant effect on rural economic diversification?

Significance of the Problem

A continuing recession and high unemployment, coupled with declining timber economies paints a bleak picture for rural communities throughout the Pacific Northwest. At the same time, these communities possess the unique amenity resources that make them excellent candidates for Nature Based Tourism. These rural landscapes, so rich in cultural heritage, scenic beauty and wide open spaces, form the foundation for a long term economic diversification strategy through a common theme approach to tourism. For centuries the Cascade Volcanoes have drawn explorers from around the world. The attraction remains today, although the explorers needs and expectations have changed. The challenge is to develop this International Tourism corridor in a way that preserves the natural integrity of the resource. This is central to the entire Nature Based Tourism movement. To develop understanding and appreciation without degrading the very thing you have come to see. If rural northwest economies can see real benefit from this effort, it may keep these small towns from becoming the next generation of western U.S. ghost towns.

CHAPTER TWO

LITERATURE REVIEW

Nature Based Tourism

Whitlock and Becker (1990) suggest that nature-based tourism is "alternatively referred to as ecotourism, natural history tourism, ecological tourism, or nature oriented tourism, among others". Other key points are made about nature-based tourism.

- nature-based tourism is used to describe activities ranging from scientific natural history to wilderness adventure trips
 - nature-based tourists range from dedicated botanists, biologists, ornithologists, geologists and other professional specialists to adventurers and thrill seekers such as mountaineers, trekkers, whitewater rafters, hunting and fishing enthusiasts, spelunkers, and wilderness campers
 - nature-based tourists also include soft path nature lovers who enjoy less rigorous activities such as casual birdwatching, motorized wildlife safaris, nature photography, visits to national parks, and short nature hikes
- Whitlock and Becker (1990)

McConnell (1990) developed a demonstration project to "assess the feasibility of utilizing nature-based tourism enterprises as a rural coastal regional development strategy". The assessment included "market demand, regional site capabilities, and business formation strategies". McConnell (1990) believes that "nature-based tourism demands planning and protection of the resource" because "unlike man-made theme parks that may be tourist destination areas, nature-based tourism is based on the untrammelled essence of nature: virtually all steps in developing nature-based tourism offerings carry with them the threat of eliminating the very attractiveness of the experience".

Tourism Corridor Efforts

The following two studies involve the application of nature based tourism concepts along scenic tourism corridors. Pannell, Kerr, and Forster (1990) evaluated a "proposed concept that seeks to plan and develop a viable tourism industry through environmentally and culturally sensitive, thematic development". The Trail of the Great Bear Study "involves the establishment of a new scenic tourism corridor that would span both Alberta and Montana, from the gates of Yellowstone National Park, through Waterton-Glacier International Peace Park, to the gates of Banff National Park" (Pannell, et. al., 1990). The authors conducted a resource inventory, defined a study area, and developed implementation and marketing strategies. The final study area included potential routes covering 2,085 miles. The project is described as long term, with full implementation taking as much as 50 years. The Trail of the Great Bear report also includes potential themes, corridors and routes, market demand studies, and potential economic and social impacts.

▲ The goals of the Trail of the Great Bear are to:

- promote and perpetuate cultural, wildland and national park values
- further an appreciation and understanding of these values
- encourage the development of an economically viable tourism industry that recognizes, encourages and supports a mutually beneficial relationship between resource integrity and tourism use
- increase tourism benefits to the region through the implementation of the Trail of the Great Bear concept
- increase economic impacts to the region through tourism developments and activities that reflect the Trail of the Great Bear philosophy
- develop the Trail of the Great Bear route as an international corridor with high quality recreation/vacation experiences (Pannell, et. al., 1990)

In March of 1992 an official guidebook of the Trail of the Great Bear became available. This guidebook, written by Bruce Weide and published by Falcon Press, includes photos, maps, and information on recreational opportunities along the corridor.

Simcox, Hodgson, and Luzietti (1991) conducted a resource inventory and social assessment for a proposed Lassen Scenic Byway. The resource inventory included physical features, aesthetic resources, recreation resources, interpretive, visitor services, transportation, and special events. Their physical feature inventory included information on climate, topography, geology, vegetation types, lakes and streams, wetlands, glaciers, mountain peaks, and wildlife. Their aesthetic resource inventory identified scenic resources and viewsheds along various potential byway routes. The recreation resources and opportunity assessment identified the abundant winter and summer recreation attractions along the byway. The historical, cultural, and educational assessment identified potential interpretive opportunities. The tourism and hospitality assessment summarized visitor services along the byway. The transportation assessment identified potential access routes and round trip excursions. The programs and special events assessment identified festivals and celebrations for the various byway communities. The social assessment was conducted through a series of public involvement opportunities. Information was collected from regional newspapers and opinion leader surveys. Findings indicate that local publics believe that tourism would help mitigate impacts from the declining timber industry. Local publics also expressed concerns about the negative impacts that increased tourism could have on the environment. The authors recommend that "planning and cooperation between government agencies and the private sector will be needed to create an equitable environment for tourists and locals to co-exist" (Simcox, et. al., 1991).

Tourism Economic Effects

Siehl (1990) reports that U.S. Travel and Tourism Administration, Department of Commerce, April 1990 figures "show foreign tourism at \$43 billion as our leading export, brings in more foreign dollars than the sale of agricultural products or high tech equipment". Siehl adds that "foreign visitors are repeat visitors who, having first seen the big cities or major national parks, are now interested in seeing the real America". "The destinations for these travelers are the areas rich in American history and native culture, and the smaller towns and countryside" and "there is an existing international market for travel to rural areas, a market that can be expanded in the years ahead as new rural destinations and improved hospitality facilities are developed" (Siehl 1990).

CHAPTER THREE

METHOD

Sample Population

The study group consisted of individuals from seven land management agency offices and seven business community offices along the Cascade Volcano range. The study area includes three states (California, Oregon, and Washington) and one province (British Columbia). An attempt was made to select a representative sample of agency and community employees along the proposed tourism corridor. Two land management agency personnel and two business community personnel were interviewed in each of the three states. One land management agency employee and one business community employee were interviewed in the province.

Study Design

The fourteen individuals were interviewed by telephone and asked a series of questions about isolated tourism efforts, current networking efforts, potential for increased coordination, and current economic conditions (see appendix A). The same questionnaire was used for all individuals and the same person interviewed all the individuals.

CHAPTER FOUR

RESULTS

British Columbia

Al Midnight, Zone Manager for the Garibaldi District of the British Columbia Ministry of Environment, Lands and Parks, Brackendale, British Columbia. Rural communities in the area include Pemberton, Whistler, Lions Bay, and Squamish ("land of the wind"). Pemberton and Squamish are feeling the effects of a declining timber economy. Whistler and Lions Bay depend heavily on tourism. People from the City of Vancouver can reach the area in just 40 minutes. Major ski resorts at Whistler and Black Comb can accommodate over 20,000 skiers at one time. Development of golf courses has resulted in 4 season use of the area. A "Sea to Sky Highway" brings tourists from the city to the mountains. Squamish has a steam engine train ride called the Royal Hudson. Rock climbing is increasing on a granite feature called "the Chief". There is also a charter boat business linking up with train rides and bus tours. Local businesses are heavily involved in tourism promotion. Garibaldi Park receives over 100,000 visitors in the lands adjacent to the ski area developments. Roadside park use during the summer months is at 100-120% capacity. The park is currently involved in a revegetation and trail closure program.

Marci Fear, Whistler Resort Association, Whistler, British Columbia. Whistler Resort Association is a non-profit marketing organization. Whistler currently has 2700 housing units for overnight rental. The major effort is directed towards the international tour and travel industry. They organize festivals and events to attract tourists. Marci suggested that Simon Fraser University or University of British Columbia should be contacted for possible assistance with an expanded feasibility study.

Washington

Cindy Bjorkland, Information Assistant, Mt. Baker Ranger District, Sedro Woolley, Washington.

Rural communities in the area include Lyman, Hamilton, Birdsvie, Concrete, Rockport, Sedro-Woolley, Gateway City, Newhalem, Marblemount, and Diablo. All of these are looking for economic diversification through increased tourism. Nearby cities include Bellingham and Mt. Vernon. Major natural attractions in the area include North Cascades National Park and Mt. Baker. The Mt. Baker Office had a 30% increase in visitation in 1991, with over 60,000 visitors. Over 500 eagles congregate in the area around January and ten agencies co-sponsor a Bald Eagle Festival during that time. Scenic drives are emphasized with the Mt. Baker National Scenic Byway and the North Cascades International Loop Highway. The Skagit River Complex draws many visitors to the area. Many visitors are considered "National Park hoppers", trying to visit Mt. Rainier, Olympic and Crater Lake areas.

Washington continued

Douglass Wood, Executive Director, Omak Chamber of Commerce, Omak, Washington
Rural communities include Omak, Okanogan, Tonasket, Oroville, Conconully.
Economies are generally categorized as timber dependent and agricultural (apple industry). The city of Wenatchee is 90 minutes away, and Spokane is 3 hours away. Unique attractions include the Okanogan River, Grand Coulee Dam, mountain lakes, and tremendous wildlife viewing (bald eagles and whistler swans). Many of the tourists coming to the area are interested in wildlife viewing. They just formed the "3 Nation Vacation Association", between British Columbia Canada, Washington US, and the Indian Nations. The area is very attractive to canadian visitors looking for a good deal. They advertise in Canadian publications, and highlight canadian 3 day weekend holidays.

Canadian Thanksgiving	October 12
Victoria Day	May 18
Canada US Goodwill Day	May 2
Canada Day	July 1
British Columbia Day	August 3

Bill Dengler, Chief of Interpretation, Mt. Rainier National Park, Ashford, Washington

Rural communities include Ashford, Packwood, Enumclaw, Morton, Elby, Green River, Eatonville, Randall. Packwood, Enumclaw, Morton, and Randall would be considered timber dependent economies. All other communities would be considered park and recreation dependent. Major cities include Tacoma and Seattle. The major natural attraction is Mt. Rainier, although there is some camping and hiking in the adjacent National Forests. Use in the winter is usually concentrated during weekends and clear weather periods. Use in the summer is heavy weekends and weekdays. There are ski areas at Crystal Mountain and White Pass. The Park Service and the Forest Service are currently working together to re-emphasize the "Mather Memorial Parkway" (state route 410). They are developing a comprehensive interpretive plan for the corridor. A link is developing between Mt. St. Helens and Mt. Rainier, with some mutual advertising and potential for improved access between the two. There has been an increase in bus tours over the past 2 years. The City of Tacoma is evaluating improved "city to park" access in the coming years. Mt. Rainier personnel are interested in working together to develop common theme interpretive activities along the cascade volcano range.

Barb Thompson, Tourism Development Director, Yakima Visitors and Convention Bureau, Yakima, Washington

Rural communities include Toppenish, Wapato, Goldendale, Bingen, and Natches. Most of the communities have agricultural dependent economies. Unique attractions include Yakima Indian Nation Cultural Center, 2 museums (one with the largest collection of wagons west of the Mississippi), White Pass Ski area, and interurban 1925 vintage electric trolley line, 23 wineries and 1 microbrewery. Each fall tourists flock to the area for fresh fruit and vegetables. They are currently applying for funding for a Yakima Indian Nation Arts & Crafts Exhibition Center.

Oregon

Nancy Gibson, Administrative Assistant, Barlow Ranger District, Dufur, Oregon
Rural communities include Dufur, Tygh Valley, and Maupin. All of these are timber dependent. The Dalles is the closest city. Unique attractions include the Deschutes River, the Barlow Road route of the Oregon Trail, Columbia Gorge National Scenic Area, the Mt. Hood Railroad, and the Mt. Hood Scenic Loop. Tourism coordination is being done by the Mid Columbia Economic Development District. Assistance is also being provided through the Oregon Tourism Council and Oregon Trail Coordinating Council. The town of Dufur is proposing to build a Living History Museum to highlight the history of agricultural development.

Jackie French, Tourism Director, Bend Chamber of Commerce, Bend, Oregon
Rural communities include Prineville, Redmond, Madras, LaPine, Gilcrest, Crescent, Mitchell, and Fort Rock. Unique attractions include Newberry Crater National Monument, Cascade Lakes Highway, High Desert Museum, Lava Lands, and Mt. Bachelor. They are members of the Corridor 97 Association and the Central Oregon Recreation Association. They assist businesses with hospitality training and marketing.

Rick Rockholt, Marketing Director, Diamond Lake Resort, Diamond Lake, Oregon
Rural communities include Prospect, Diamond Lake, Glide, Gold Hill and Roseburg. Cities include Bend, Klamath Falls, and Medford. Attractions include the Pacific Crest Trail, Crater Lake National Park, Rogue-Umpqua National Scenic Byway and Diamond Lake. The resort provides shuttle service from Medford, Oregon to Diamond Lake, 85 miles one way. They have completed a \$1 million convention center on the site. Resort use reaches capacity throughout the summer and during winter weekends. Midweek winter use is currently at 35% of capacity. Marketing efforts concentrate on increasing visitation during the months of September, October, November, March, April, and May. During the summer people prefer lakeside lodging and the rates reflect this demand. During the winter people prefer lodging off the lake and rates reflect this demand.

Mike Apicello, Public Affairs Specialist, Prospect Ranger District, Prospect, Oregon
Rural communities include Shady Cove, Trail, Prospect, Butte Falls, White City, and Eagle Point. Cities include Medford, Ashland, and Klamath Falls. Economies are strained by the declining timber outlook. Unique attractions include Union Creek National Historic District, Mt. McLaughlin, Mt. Thielsen, Historic Hotels, Upper Rogue Wild & Scenic River, and Rogue Umpqua National Scenic Byway. They are looking at the possibility of linking historic hotels with carriage rides. Regional tourism brochures tie the communities to the agency and the area. This area is considered a gateway to Crater Lake and Diamond Lake. Five rural communities have joined to form the Upper Rogue Regional Tourism Alliance. They started with a tour to rediscover the "common treasures" in their area. Pacific Power and the Oregon Economic Development Department has helped the group develop a strategic marketing plan. They identified strengths, weaknesses, and opportunities for the upper Rogue area.

California

Nancy Dechter, Information Receptionist, Mt. Shasta Ranger District, Mt. Shasta, California

Rural communities include Dunsmuir, Weed, Mt. Shasta, McCloud, Yreka, Dorris, Macdoel, and Tule Lake. Redding is the closest city. Unique attractions include McCloud River Falls, Lava Beds National Monument, Klamath National Wildlife Refuge, Shasta Lake, Shasta Caverns, and Mount Shasta. A scenic train tour travels through the Shasta Valley and another train is proposed between Mt. Shasta and McCloud. A National Scenic Byway is proposed for the road system circling Mount Shasta.

Betty Stuart, Manager, Mt. Shasta Chamber of Commerce, Mt. Shasta, California
Many tour buses from Washington and Canada stop by here on their way to Reno. They promote "hub and spoke" tours for people to come and stay here, then tour out to different locations. They are a part of the Shasta-Cascade Region of the State of California Tourism effort.

Janie Ackley, Public Information Technician, Almanor Ranger District, Chester, California

Rural communities include Chester, Old Station, Westwood, Mineral, Burney, and Susanville. Closest cities are Chico and Red Bluff. Unique attractions are Lake Almanor, Burney Falls, Caribou Wilderness, Ishi Wilderness, and Lassen National Park. A study was recently completed by Chico State University evaluating the proposed Lassen Crossroads National Scenic Byway. They also have a combined Park Service and Forest Service visitor center planned for Manzanita Lake. They work closely with the Chester-Lake Almanor Chamber of Commerce. There are two new ski areas proposed for the area. A lot of visitors come up from the Central Valley to see Lassen National Park then take the "backway" to Mt. Shasta.

Fay Almond, Manager, Chester-Lake Almanor Chamber of Commerce, Chester, California

Same information as above. They also have a lot of fishing guides in the area. They are members of the Plumas County Chamber of Commerce.

SURVEY SUMMARY

	Geographic Region	# of Rural Communities nearby	Current Tourism Networking	Tourism Having Significant Effect On Economy
Al Midnight	British Columbia	Four	Yes	Yes
Marci Fear	British Columbia	One	Yes	Yes
Cindy Bjorkland	Washington	Ten	Yes	Yes
Douglass Wood	Washington	Five	Yes	Yes
Bill Dengler	Washington	Eight	Yes	Yes
Barb Thompson	Washington	Five	Yes	Yes
Nancy Gibson	Oregon	Three	Yes	Yes
Jackie French	Oregon	Eight	Yes	Yes
Rick Rockholt	Oregon	Five	Yes	Yes
Mike Apicello	Oregon	Six	Yes	Yes
Nancy Dechter	California	Eight	Yes	Yes
Betty Stuart	California	Same as above	Yes	Yes
Janie Ackley	California	Six	Yes	Yes
Fay Almond	California	Same as Above	Yes	Yes

Study Questions

Study Question #1 To what extent are individual communities working together to improve tourism throughout the region?

All communities in the study were involved in coordinated tourism efforts. British Columbia efforts focused on the international visitor. Washington efforts focused on Canadian and regional US visitors. Oregon and California efforts focused on regional US visitors. Tourism coordination is also being provided by the respective State and Province Tourism Offices.

Study Question #2 Would a coordinated Nature Based Tourism approach have a significant effect on rural economic diversification?

Communities that have embraced an aggressive tourism approach seem to exhibit more hope that they can survive economic shifts, specifically the timber production declines. Tourism is clearly contributing to community economic diversification throughout the Pacific Northwest.

SUMMARY, CONCLUSIONS, RECOMMENDATIONS

Summary

The purpose of this study was to determine the feasibility of creating an International Tourism corridor along the Cascade Range. Interviews were conducted on a sample population of 14 individuals from land management agencies and business organizations along the corridor. Results show that similar tourism efforts are taking place along the corridor. Very little coordination is being done to link up with adjacent cascade volcano communities. Rural communities with timber dependent economies are looking for increased tourism for diversification. Individuals support a common theme approach to promoting tourism along the Cascade Volcano Range.

Conclusions

The time is right for a coordinated emphasis on Nature Based Tourism along the Cascade Volcano range. Rural communities of the Pacific Northwest are suffering through mill closures, unemployment, and uncertainty about their future. The Cascade Volcanoes possess some of the finest natural amenities in the world. A grass roots tourism effort is growing in local communities. It is time to combine energies and turn the Cascade Volcano Range into an International Tourism attraction. Early planning and coordination will ensure that these "Monuments of Time" are managed to preserve their unique ecosystems for generations to come.

Recommendations

Recommendations for further study:

1. Research and rehabilitation efforts on the Cascade Volcanoes would benefit from increased coordination and communication. Researchers, managers, and concerned citizens should form a Cascade Institute that would oversee all research projects and promote information dissemination. This institute could also coordinate educational and interpretive opportunities for the nature based tourism efforts.
2. The USDA Forest Service should sponsor a series of regional workshops to help local communities see the benefits of coordination through a common theme tourism corridor. Peter Walsh, the contractor that prepared the Trail of the Great Bear study, volunteered to assist with some initial scoping meetings.
3. Local universities in California, Oregon, Washington, and British Columbia should be recruited to provide assistance with resource inventories, social assessments, demand studies, and development strategies.
4. State/Province Tourism Agencies and USDA Rural Economic Development specialists should be contacted for potential funding and guidance.

APPENDIX A
TELEPHONE SURVEY

Hello, my name is Garry Oye, I'm the Recreation Officer on the Mt. Shasta Ranger District of the Shasta-Trinity National Forest in Northern California.

I'm currently involved in a study to determine the potential of linking the Cascade Volcanoes with a common theme tourism corridor. A similar approach has been used between Yellowstone National Park and Banff National Park and it is called the Trail of The Great Bear. The goal is assist rural communities and land managers in identifying opportunities for economic diversification through increased Nature Based Tourism opportunities.

I would like to ask you a series of brief questions. I will then compile this information and use it in my report. I will send you a copy upon completion.

Volcano _____ Chamber of Commerce Land Management Agency

Your Name _____ Title _____

Address _____ Phone _____

Rural Communities within influence of volcano (General impression of economy +

Cities within influence of volcano

Unique Natural Attractions in the vicinity on way to next volcanoes

Examples of volcano economic impact

Real estate prices near mtn,
Cost of view rooms in motels, Restaurants facing mtn,
Scenic Byways or highways
Tour companies & guide services
Railroad scenic rides (current & proposed)

Coordinated tourism efforts Associations

Networking with other cascade volcanoes

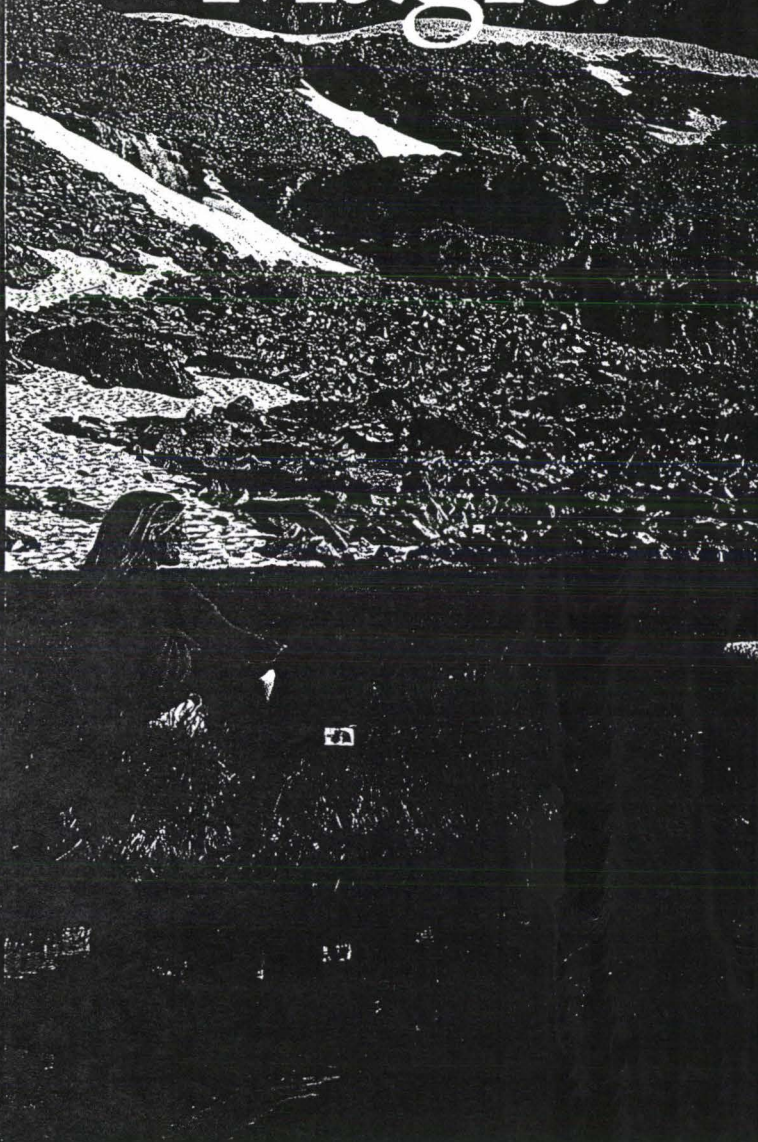
(example Bed & Breakfast route between Mt. St. Helens & Mt. Rainier)

Additional comments?

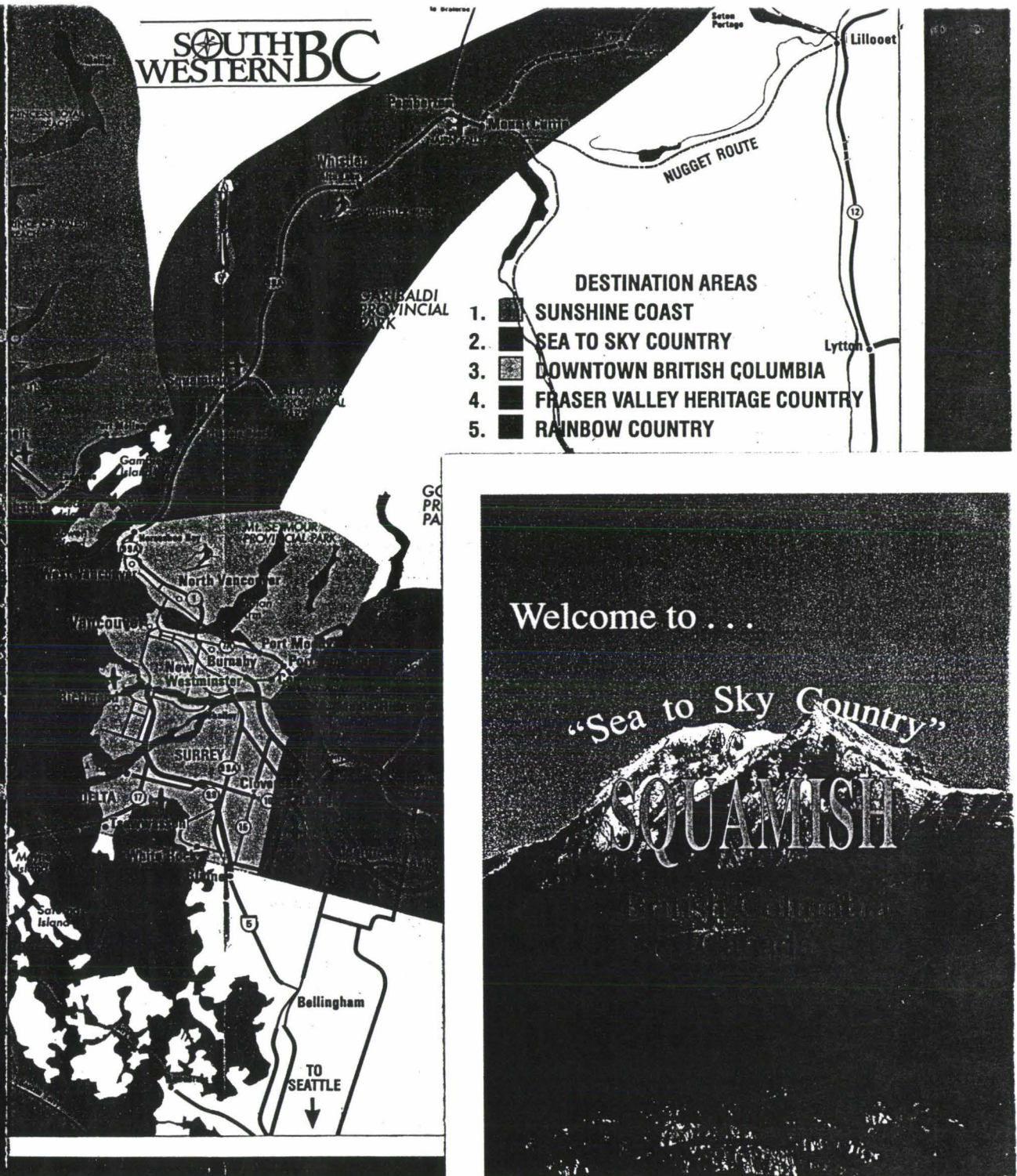
APPENDIX B
SAMPLES OF CURRENT TOURISM EFFORTS

BLACK COMB
MOUNTAIN

Summer Magic.



SOUTH
WESTERN BC



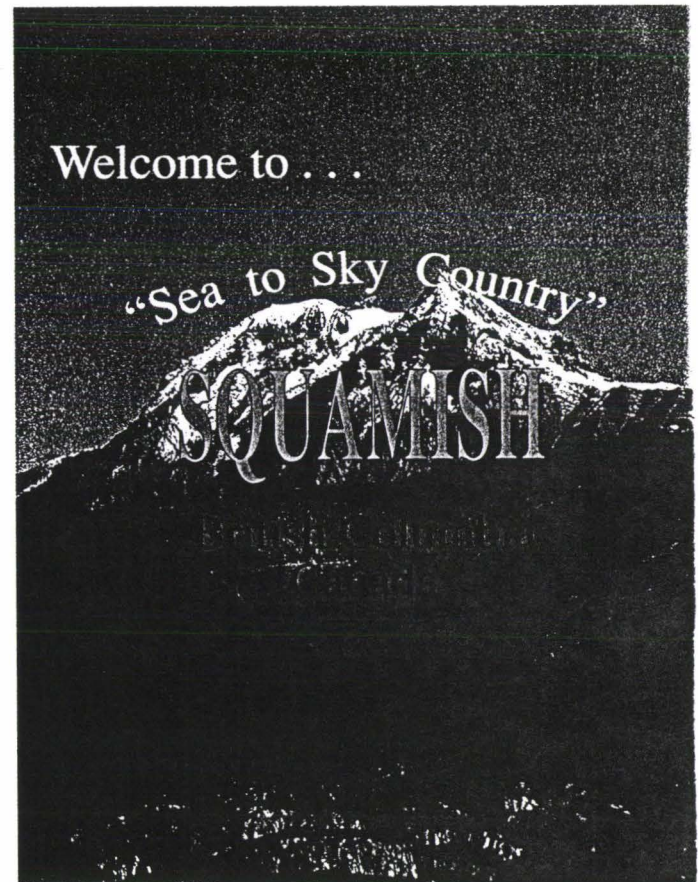
DESTINATION AREAS

1.  SUNSHINE COAST
2.  SEA TO SKY COUNTRY
3.  DOWNTOWN BRITISH COLUMBIA
4.  FRASER VALLEY HERITAGE COUNTRY
5.  RAINBOW COUNTRY

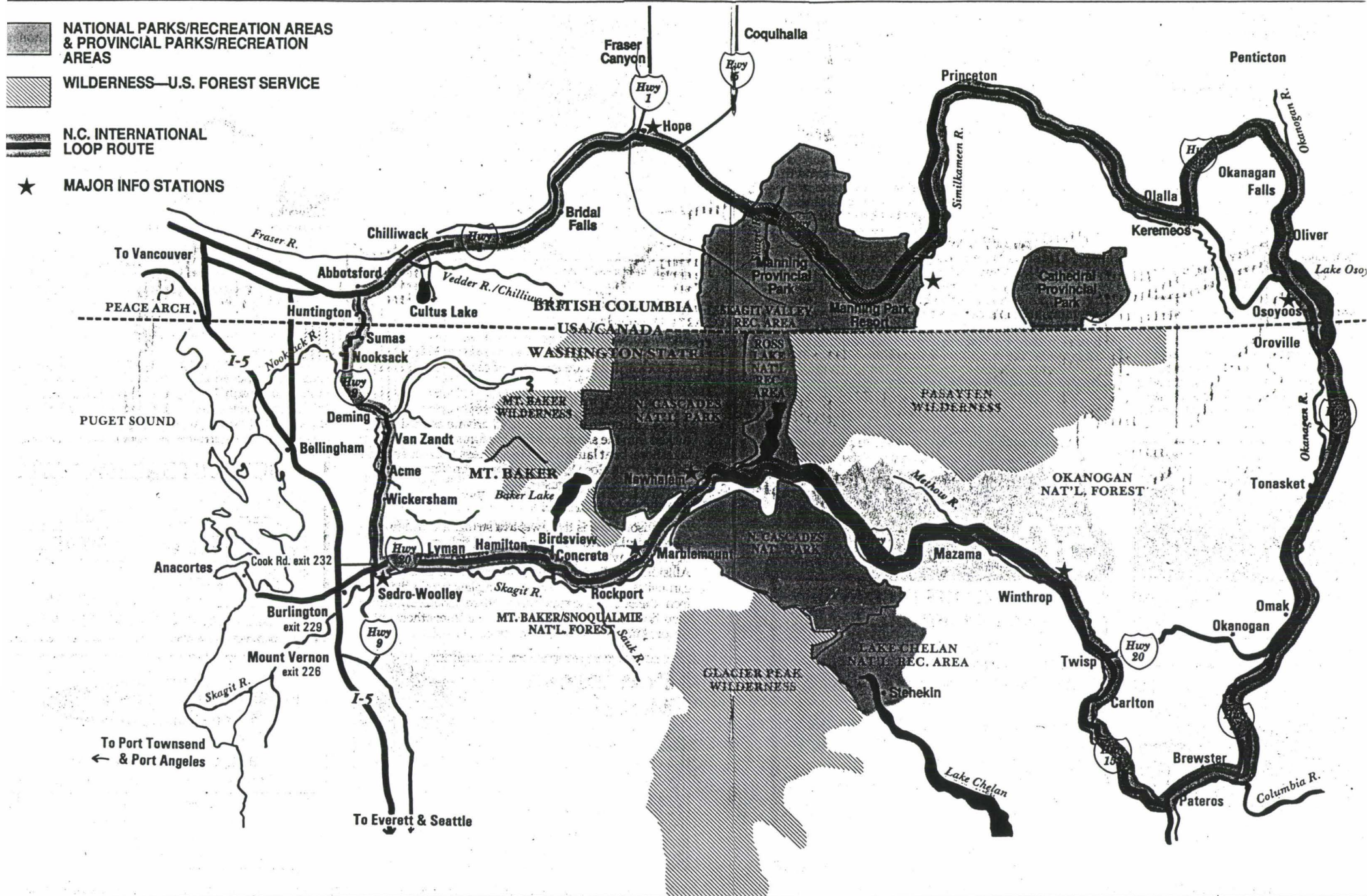
Welcome to . . .

“Sea to Sky Country”

SQUAMISH



SCENIC, SPECTACULAR NORTH CASCADES INTERNATIONAL LOOP





1992 WINTER FIELD SEMINARS

North Cascades Institute, 2105 Highway 20, Sedro Woolley, Washington 98284 (206) 856-5700

SKAGIT RIVER BALD EAGLE NATURAL AREA



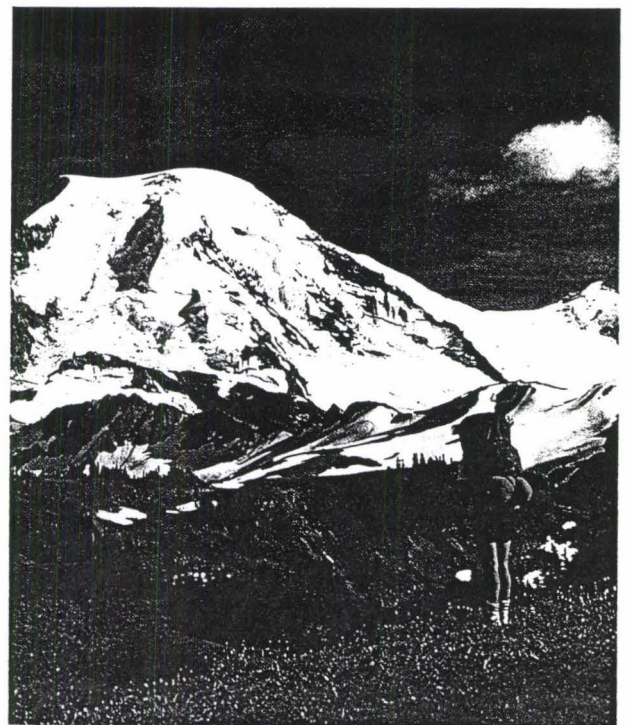
The
Nature
Conservancy

Northwest Washington



EVEN WHEN IT RAINS.

IT SHINES.



The Volcano Loop

Featuring Mount St. Helens — the Crater Side!

The best view

On May 18, 1980, at 8:32 a.m., a volcanic blast blew 1,500 feet off the top of Mount St. Helens, pouring millions of tons of ash, ice and rock into the air. The area and its people were changed forever.

Today the mountain which made Eastern Lewis County famous in worldwide news reports is in a "dome building phase." Since the north side of the mountain was blown away, the area around Morton is a perfect place to see this natural process in action — from a safe and scenic 25 miles!

Morton is best

Of all the viewpoints in Washington state, Morton's Hopkins Hill offers an unrestricted view of the crater. Periodically the mountain gases and steam can be seen — safely — from the viewpoint on Hopkins. Morton lies nestled in the Cascade foothills only four miles of highway and improved road from the viewpoint.

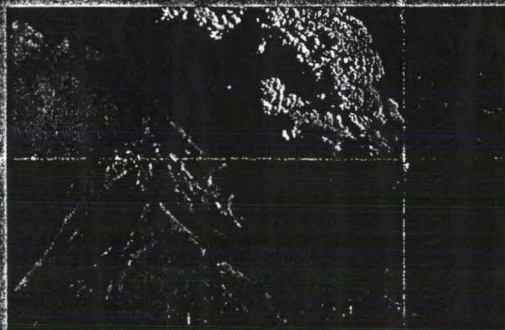
Nowhere else, short of an airplane ride (available from both Morton and Packwood) can a traveler unpack a picnic lunch, relax and view Mount St. Helens.

And more

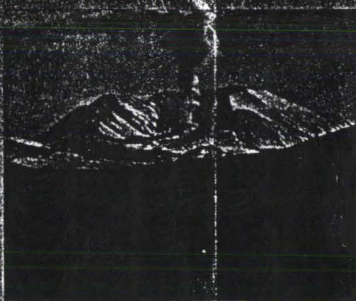
Morton is the hub of the best Views Per Mile of the volcano. But there is so much more for the tourist that he can spend an hour or a lifetime discovering.



Mossyrock



Mount St. Helens — May 18, 1980



Mount St. Helens
National Volcanic Monument



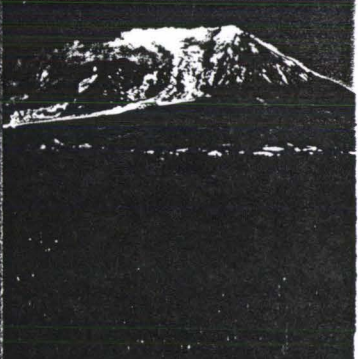
Scenic railroad

An old-fashioned team-drawn train runs several times a day from Elbe (population 48) to Mineral during much of the year. The views of virgin timber, unspoiled streams and Mount Rainier are unsurpassed.

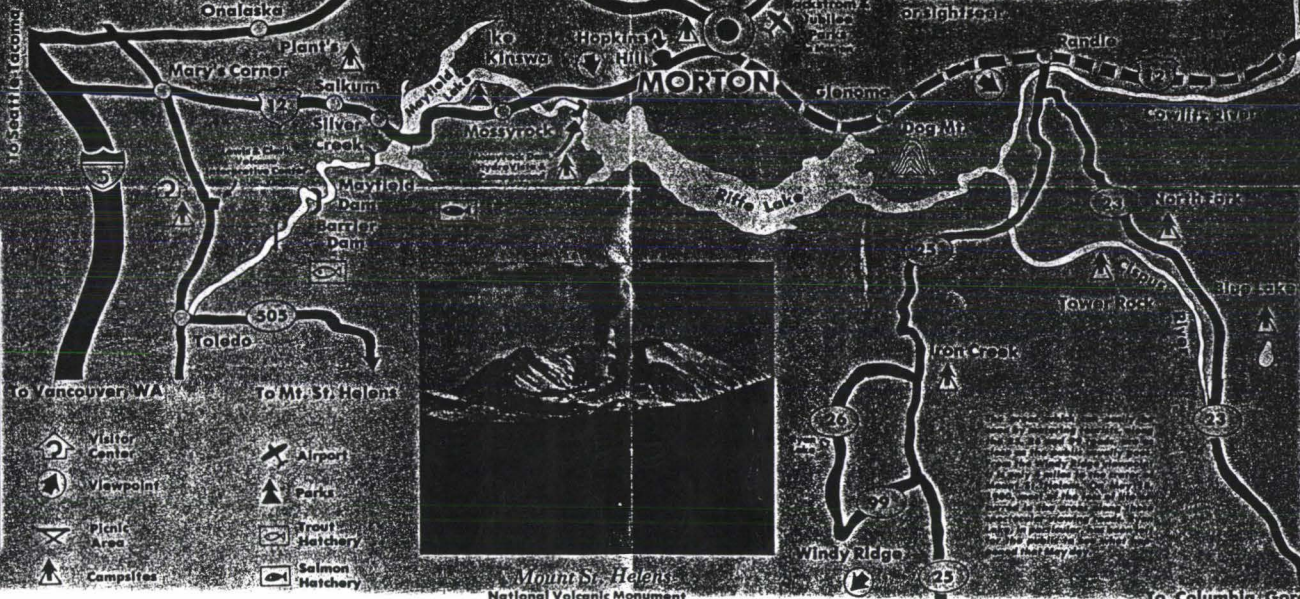
The train carries open-air "Buffalo Hunting" cars and air-conditioned coaches for the train buff and sightseer.



Mount Rainier



Mount Adams

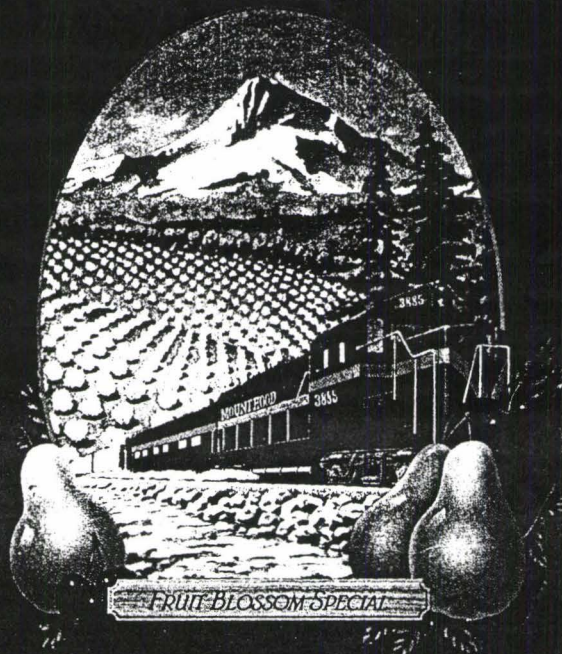


For further information
Contact:
Department of Commerce
P.O. Box 10
Morton, WA 98336
206/496-1123

Mt. Hood Wilderness

THE MAJESTIC CASCADES

BY RAIL



MOUNT HOOD RAILROAD

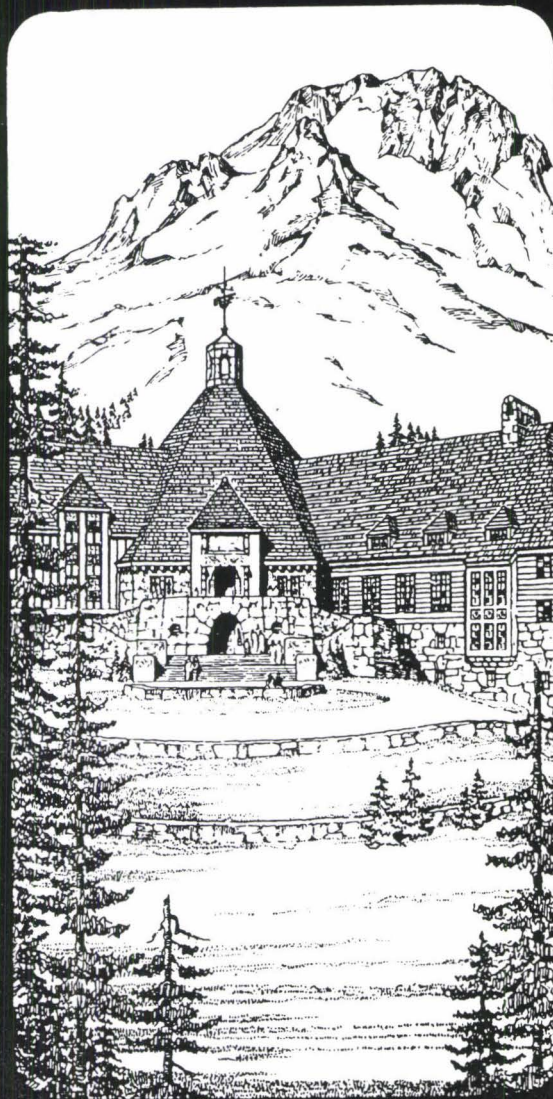
HOOD RIVER, OREGON
ON THE MT. HOOD LOOP

CLIMBING MT. HOOD

A Guide to
South Side Routes

TIMBERLINE LODGE

An Expression
of Hope and Purpose



You're Well Connected

By Air. Central Oregon is served by United Express and/or Horizon Air from San Francisco, Seattle and Portland. Alaska Airlines provides connections from most Western cities. All flights arrive at the Redmond/Bend Airport, approximately 30 minutes from most of the region's resorts and motels.

Private air service is available at Bend, Redmond/Bend and Sunriver airports. Rental cars are available at the Redmond/Bend Airport, as is taxi and van service.

By Car. Major highway systems converge to serve Central Oregon, and from any direction the scenery is spectacular. Portland is 3 1/2 hours from Bend via US 26; US 22 connects Bend with Salem (131 miles away); and from Eugene (132 miles away) take Hwy 126 which intersects with US 20. Roads are open and well-maintained throughout the winter.

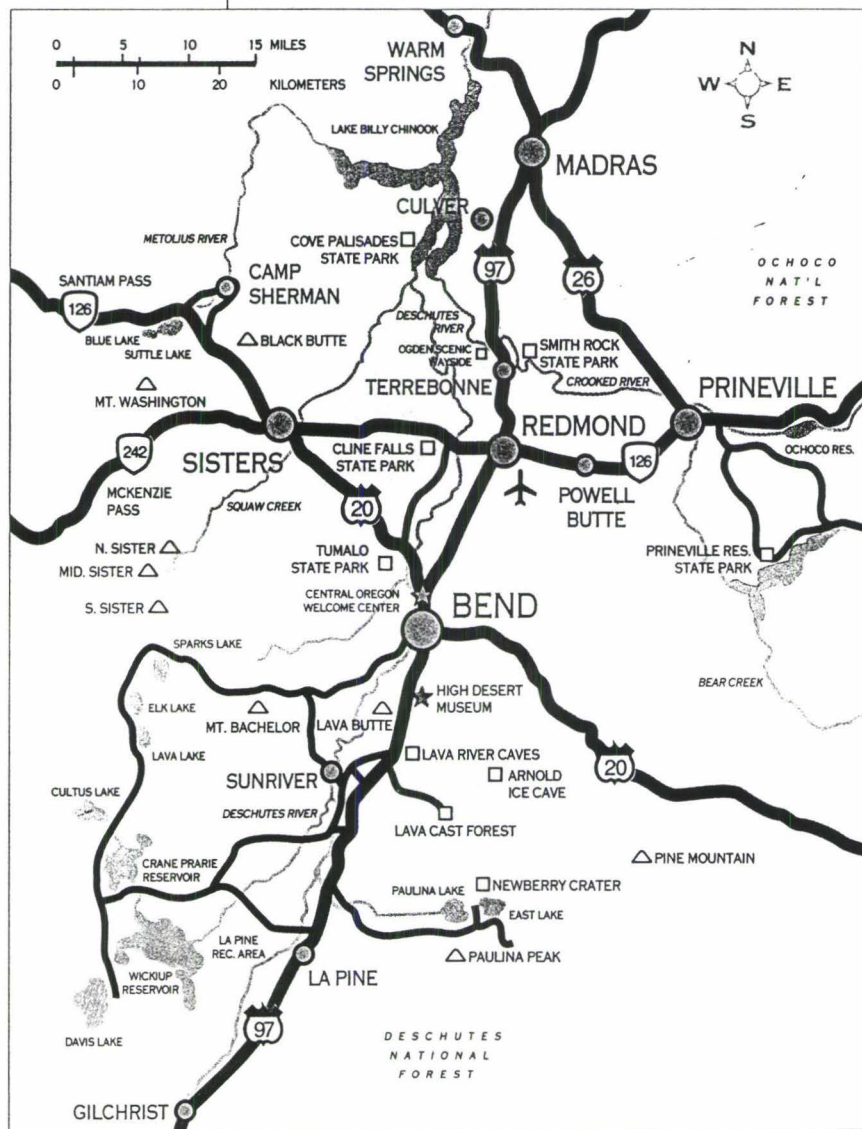
By Bus. Greyhound operates daily service into Central Oregon, and several other bus companies provide express and charter service as well. Local shuttle service is available, providing airport transportation, in-town service and ski shuttles. Mt. Bachelor operates a free shuttle from its corporate office in Bend to the West Village on the mountain during peak season.

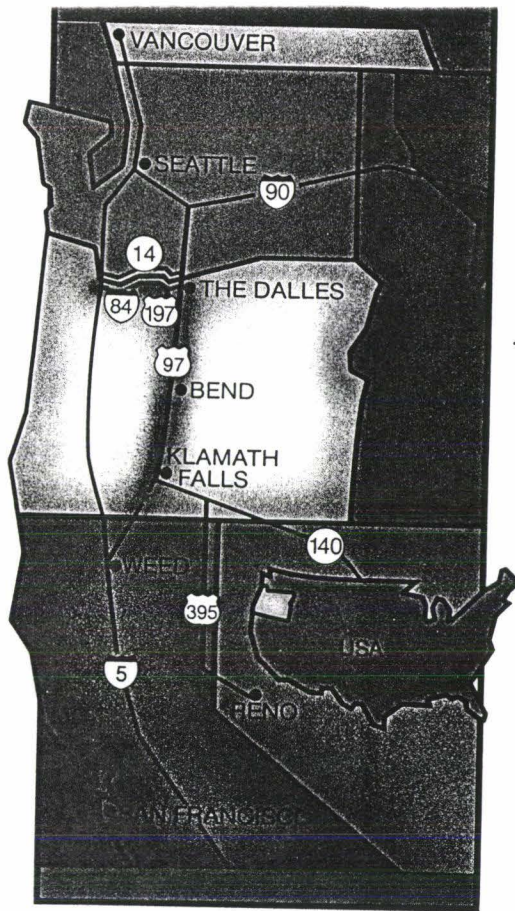
By Train. AMTRAK provides daily service from San Diego, Los Angeles, Oakland/San Francisco and Redding northbound; and from Vancouver, B.C., Seattle, Portland and Eugene southbound. The train serves Chemult, 40 minutes south of Sunriver.



WITHIN MILES...

VANCOUVER, B.C.	479 MILES
SEATTLE, WA	334 MILES
PORTLAND, OR	162 MILES
REDDING, CA	283 MILES
SAN FRANCISCO, CA	490 MILES
LOS ANGELES, CA	842 MILES





Please ask for additional information at these
Chambers of Commerce and Visitor Centers.

* Oregon Visitor Welcome Center—503/882-7330	Prineville—503/447-6304
Weed, CA—916/938-4624	Sisters—503/549-0251
Klamath Falls—503/884-5193	Metolius Recr. Assn.—503/595-6117
Lake County—503/947-2244	Madras-Jefferson County—503/475-2350
Crater Lake—503/594-2511	The Dalles—503/296-2231
LaPine—503/536-3655	Cascade Locks—503/374-8619
Bend—503/382-3221	Hood River—503/386-2000
Redmond—503/923-5191	Goldendale, WA—509/773-3400
	Stevenson, WA—509/427-8911

Business and industrial opportunities are available throughout this
region. Please contact Chambers of Commerce or local Economic
Development offices for plant relocation or start-up information.

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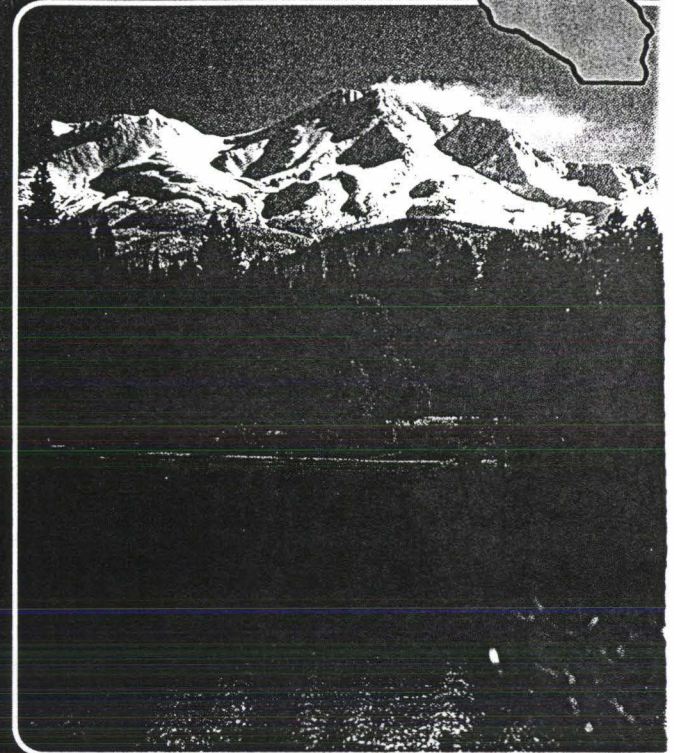
Mt. Shasta Ski Park



WINTER 1991-92

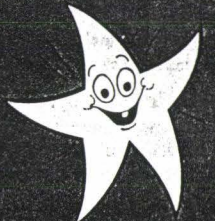
MOUNT SHASTA, CALIFORNIA

DISCOVER NORTHERN CALIFORNIA'S



STAR
ATTRACTION

SISKIYOU
COUNTY



FEATURING YEAR-ROUND RECREATION

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